

Remit To: KDKA-TV
21251 NETWORK PLACE
CHICAGO, IL 60673-1251



KDKA-TV

INVOICE

For: ROTHFUS FOR CONGRESS(256839)
1341 Old Freedom Rd Ste 202
Cranberry Township, PA 16066-5010

Account Exec: Brian Butz-1
Office: KDKA-TV
Contract Num: 1201-56252
Contract Dates: 10/22/2012-10/28/2012
Customer Order:
Linked Order:
CPE: / / 2554

Invoice Num: 1201-544102
Invoice Date: 10/28/2012
Billing Cycle: Broadcast EOM
Billing Period: 10/01/2012-10/28/2012

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PAY BY 11/27/2012
Net 30 days

In Account With: STRATEGIC MEDIA PLACEMENT(146318)
7669 Stagers Loop
Delaware, OH 43015-7010
ATTN:Accounts Payable

Product Desc: PA CD12 KEITH ROTHFUS WK 10/22

Broadcast airtimes represented are reported to the nearest second.

Buy Line	Flight Description	Buy Line Dates	MTWTFSS	Dur	Total Spots	Rate				
1	THIS MORNING 5-6AM	10/22/2012-10/26/2012	MTWTF..	30	3	250.00				
30 MIN SEP;LUR										
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/22/2012-10/28/2012		MTWTF..	3	250.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/23/2012	Tu	05:24:10 AM		TVGENKR1275H	30	250.00				
10/25/2012	Th	05:43:20 AM		TVGENKR1275H	30	250.00				
10/26/2012	Fr	05:13:34 AM		TVGENROTH12WTH	30	250.00				
2	THIS MORNING 6-7AM	10/22/2012-10/26/2012	MTWTF..	30	5	400.00				
30 MIN SEP;LUR										
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/22/2012-10/28/2012		MTWTF..	5	400.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/22/2012	Mo	06:24:03 AM		TVGENKR1275H	30	400.00				
10/23/2012	Tu	06:23:28 AM		TVGENKR1275H	30	400.00				
10/24/2012	We	06:29:54 AM		TVGENROTH12WTH	30	400.00				
10/25/2012	Th	06:57:21 AM		TVGENROTH12WTH	30	400.00				
10/26/2012	Fr	06:08:25 AM		TVGENKR1275H	30	400.00				
3	THE EARLY SHOW	10/22/2012-10/26/2012	MTWTF..	30	5	300.00				
30 MIN SEP;LUR										
<u>Week Of</u>		<u>MTWTFSS</u>	<u>Spots Per Week</u>	<u>Rate</u>						
10/22/2012-10/28/2012		MTWTF..	5	300.00						
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/22/2012	Mo	08:23:00 AM		TVGENKR1275H	30	300.00				
10/23/2012	Tu	08:43:53 AM		TVGENKR1275H	30	300.00				
10/24/2012	We	08:37:03 AM		TVGENKR1275H	30	300.00				

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7669 Stagers Loop
Delaware, OH 43015-7010
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Buy Line	Flight Description		Buy Line Dates		M T W T F S S		Dur	Total Spots	Rate	
	<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
	10/25/2012	Th	08:26:36 AM		TVGENKR1275H	30	300.00			
	10/26/2012	Fr	08:26:35 AM		TVGENROTH12WTH	30	300.00			
4	PRICE IS RIGHT		10/22/2012-10/26/2012		M T W T F . .		30	3	400.00	
30 MIN SEP;LUR										
	<u>Week Of</u>		<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>			
	10/22/2012-10/28/2012		M T W T F . .		3		400.00			
	<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
	10/23/2012	Tu	11:29:04 AM		TVGENKR1275H	30	400.00			
	10/25/2012	Th				30				Credit
	10/26/2012	Fr				30				Credit
5	NOON NEWS		10/22/2012-10/26/2012		M T W T F . .		30	3	425.00	
30 MIN SEP;LUR										
	<u>Week Of</u>		<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>			
	10/22/2012-10/28/2012		M T W T F . .		3		425.00			
	<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
	10/22/2012	Mo	12:27:25 PM		TVGENKR1275H	30	425.00			
	10/23/2012	Tu	12:24:16 PM		TVGENKR1275H	30	425.00			
	10/25/2012	Th	12:09:45 PM		TVGENROTH12WTH	30	425.00			
6	DR. PHIL		10/22/2012-10/26/2012		M T W T F . .		30	3	300.00	
30 MIN SEP;LUR										
	<u>Week Of</u>		<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>			
	10/22/2012-10/28/2012		M T W T F . .		3		300.00			
	<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
	10/22/2012	Mo	03:12:28 PM		TVGENKR1275H	30	300.00			

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Buy Line	Flight Description		Buy Line Dates		M T W T F S S		Dur	Total Spots	Rate	
	<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
	10/23/2012	Tu	03:46:22 PM		TVGENROTH12WTH	30	300.00			
	10/24/2012	We	03:40:21 PM		TVGENROTH12WTH	30	300.00			
7	430-5PM NEWS		10/22/2012-10/26/2012		M T W T F . .		30	4	525.00	
30 MIN SEP;LUR										
	<u>Week Of</u>		<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>			
	10/22/2012-10/28/2012		M T W T F . .		4		525.00			
	<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
	10/23/2012	Tu	04:43:27 PM		TVGENKR1275H	30	525.00			
	10/24/2012	We	04:54:41 PM		TVGENKR1275H	30	525.00			
	10/25/2012	Th	04:42:57 PM		TVGENKR1275H	30	525.00			
	10/26/2012	Fr	04:53:27 PM		TVGENKR1275H	30	525.00			
8	530-6PM NEWS		10/22/2012-10/26/2012		M T W T F . .		30	5	675.00	
30 MIN SEP;LUR										
	<u>Week Of</u>		<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>			
	10/22/2012-10/28/2012		M T W T F . .		5		675.00			
	<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
	10/22/2012	Mo	05:39:40 PM		TVGENKR1275H	30	675.00			
	10/23/2012	Tu	05:42:05 PM		TVGENROTH12WTH	30	675.00			
	10/24/2012	We				30				Credit
	10/25/2012	Th				30				Credit
	10/26/2012	Fr				30				Credit
9	M-F 6PM NEWS		10/22/2012-10/26/2012		M T W T F . .		30	5	725.00	
30 MIN SEP;LUR										

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<u>Week Of</u>			<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>		
10/22/2012-10/28/2012			M T W T F . .		5		725.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/22/2012	Mo	06:09:33 PM		TVGENKR1275H	30	725.00			
10/23/2012	Tu	06:23:57 PM		TVGENKR1275H	30	725.00			
10/24/2012	We	06:11:33 PM		TVGENKR1275H	30	725.00			
10/25/2012	Th	06:13:11 PM		TVGENROTH12WTH	30	725.00			
10/26/2012	Fr	06:09:21 PM		TVGENROTH12WTH	30	725.00			
10	M-F 630PM NEWS		10/22/2012-10/26/2012		M T W T F . .		30	5	725.00
30 MIN SEP;LUR									
<u>Week Of</u>			<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>		
10/22/2012-10/28/2012			M T W T F . .		5		725.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/22/2012	Mo	06:57:25 PM		TVGENKR1275H	30	725.00			
10/23/2012	Tu	06:42:35 PM		TVGENROTH12WTH	30	725.00			
10/24/2012	We	06:43:33 PM		TVGENROTH12WTH	30	725.00			
10/25/2012	Th	06:29:33 PM		TVGENKR1275H	30	725.00			
10/26/2012	Fr	06:38:21 PM		TVGENKR1275H	30	725.00			
11	11PM NEWS		10/22/2012-10/28/2012		M T W T F S S		30	7	1,100.00
30 MIN SEP;LUR									
<u>Week Of</u>			<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>		
10/22/2012-10/28/2012			M T W T F S S		6		1,100.00		
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
10/22/2012	Mo	11:29:57 PM		TVGENKR1275H	30	1,100.00			
10/23/2012	Tu	11:13:22 PM		TVGENKR1275H	30	1,100.00			
10/25/2012	Th	11:23:52 PM		TVGENKR1275H	30	1,100.00			

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	<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
	10/26/2012	Fr	11:23:49 PM		TVGENROTH12WTH	30	1,100.00			
	10/27/2012	Sa	11:22:24 PM		TVGENKR1275H	30	1,100.00			
	10/28/2012	Su				30			1,100.00	Preempted
	10/28/2012	Su	11:42:52 PM	10/28/2012	TVGENROTH12WTH	30	1,100.00	1,100.00		Makegood in 23:10:43-23:45:00
12	11:35P-12:37A - LETTERMAN			10/22/2012-10/26/2012		M T W T F . .		30	3	300.00
30 MIN SEP;LUR										
	<u>Week Of</u>			<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>		
	10/22/2012-10/28/2012			M T W T F . .		3		300.00		
	<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
	10/24/2012	We				30				Credit
	10/25/2012	Th				30				Credit
	10/26/2012	Fr				30				Credit
13	SAT. MORN. LOCAL NEWS			10/27/2012-10/27/2012	 S .		30	1	160.00
30 MIN SEP;LUR										
	<u>Week Of</u>			<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>		
	10/22/2012-10/28/2012		 S .		1		160.00		
	<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
	10/27/2012	Sa	06:13:05 AM		TVGENKR1275H	30	160.00			
14	SAT.CBS MORNING NEWS			10/27/2012-10/27/2012	 S .		30	1	275.00
30 MIN SEP;LUR										
	<u>Week Of</u>			<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>		
	10/22/2012-10/28/2012		 S .		1		275.00		
	<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>
	10/27/2012	Sa	09:27:15 AM		TVGENROTH12WTH	30	275.00			

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15	CBS SUN MORN	10/28/2012-10/28/2012S	30	1	400.00				
30 MIN SEP;LUR										
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>				
10/22/2012-10/28/2012	S		1		400.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/28/2012	Su	09:55:45 AM		TVGENROTH12WTH	30	400.00				
16	FACE THE NATION	10/28/2012-10/28/2012S	30	1	450.00				
30 MIN SEP;LUR										
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>				
10/22/2012-10/28/2012	S		1		450.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/28/2012	Su	11:22:02 AM		TVGENKR1275H	30	450.00				
17	THE BIG BANG THEORY/TWO AND A HALF	10/25/2012-10/25/2012	...T...	30	1	4,000.00				
30 MIN SEP;LUR										
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>				
10/22/2012-10/28/2012		...T...		1		4,000.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/25/2012	Th	08:47:46 PM		TVGENROTH12WTH	30	4,000.00				
18	BLUE BLOODS	10/26/2012-10/26/2012F..	30	1	1,800.00				
30 MIN SEP;LUR										
<u>Week Of</u>		<u>MTWTFSS</u>		<u>Spots Per Week</u>		<u>Rate</u>				
10/22/2012-10/28/2012	F..		1		1,800.00				
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>	
10/26/2012	Fr				30				Credit	

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19	60 MINUTES		10/28/2012-10/28/2012	 S		30	1	5,500.00		
30 MIN SEP;LUR											
<u>Week Of</u>		<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>					
10/22/2012-10/28/2012	 S		1		5,500.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>		
10/28/2012	Su	07:08:34 PM		TVGENKR1275H	30	5,500.00					
20	NFL REGULAR SEASON GAMES		10/28/2012-10/28/2012	 S		30	1	3,500.00		
4:15-7:15P GAME;LUR											
<u>Week Of</u>		<u>M T W T F S S</u>		<u>Spots Per Week</u>		<u>Rate</u>					
10/22/2012-10/28/2012	 S		1		3,500.00					
<u>Air Date</u>	<u>Day</u>	<u>Air Time</u>	<u>M/G For</u>	<u>Material</u>	<u>Dur</u>	<u>Rate</u>	<u>Debit</u>	<u>Credit</u>	<u>Remarks</u>		
10/28/2012	Su	05:27:55 PM		TVGENROTH12WTH	30	3,500.00					
<u>Total Spots</u>		<u>Gross Amt</u>		<u>Commission Amt</u>		<u>Net Amt</u>	<u>Debit</u>	<u>Credit</u>	<u>Reconciliation</u>		
Air Time Totals 49		38,410.00		5,761.50		32,648.50	1,100.00	1,100.00	0.00		

Billing Notes

PRINT AT STATION. ALL RATES ARE PRE-EMPTIBLE. PAID FOR BY ROTHFUS FOR CONGRESS. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE.

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

Warranty - We warrant the above broadcasts were made according to the official station log.

Remit To: KDKA-TV
21251 NETWORK PLACE
CHICAGO, IL 60673-1251



KDKA-TV

INVOICE

For: ROTHFUS FOR CONGRESS(256839)
1341 Old Freedom Rd Ste 202
Cranberry Township, PA 16066-5010

Account Exec: Brian Butz-1
Office: KDKA-TV
Contract Num: 1201-56252
Contract Dates: 10/22/2012-10/28/2012
Customer Order:
Linked Order:
CPE: / / 2554

Invoice Num: 1201-544102
Invoice Date: 10/28/2012
Billing Cycle: Broadcast EOM
Billing Period: 10/01/2012-10/28/2012

PAY BY 11/27/2012
Net 30 days

In Account With: STRATEGIC MEDIA PLACEMENT(146318)
7669 Stagers Loop
Delaware, OH 43015-7010
ATTN:Accounts Payable

Product Desc: PA CD12 KEITH ROTHFUS WK 10/22
Broadcast airtimes represented are reported to the nearest second.

Billing Notes		
<div>DUPLICATE</div>	Wire Transfer Instructions:	
	For Billing Inquiries Please Contact:	
	ACCOUNT EXECUTIVE	
	412-575-2200	
	Gross Billing	38,410.00
	Trade Value	0.00
	Agency Commission	5,761.50
	Local Tax	0.00
	State Tax	0.00
	Pre Paid Amount	0.00
	Pay This Amount	32,648.50

Warranty - We warrant the above broadcasts were made according to the official station log.